

Data privacy statement

I. Name and address of the controller

The controller in the sense of the General Data Protection Regulation and other national data protection laws of the Member States as well as other provisions pertaining to data privacy and protection laws is:

UA Ruhr Liaison Office New York
871 United Nations Plaza
New York, NY 10017
USA
Tel.: +1 212 758-3384
Fax: +1 212 758-1629
E-Mail: info@uaruhr.org

II. General information regarding data processing

1. Scope of processing of personal data

In principle, we collect and use personal data of our users only to the extent it is required to provide a functioning website as well as for our content and services. The processing of personal data of our users takes place only to the extent permitted by law - especially if the collection and use of data is necessary for the fulfillment of a contract with the owner of the data or if he or she has consented to the processing.

2. Legal basis for the processing of personal data

To the extent that we obtain consent from the data subject for the processing of personal data, Section 6 Subsection 1 lit. a EU General Data Protection Regulation (GDPR) serves as legal basis for the processing of personal data. For the processing of personal data required to execute a contract whose contractual party is the data subject, Section 6 Subsection 1 lit. b GDPR serves as legal basis. This also applies to processing that is required for the execution of pre-contractually measures. If such processing is required to maintain a legitimate interest of our company or a third party, and if the interests, basic rights and fundamental freedoms of the data subject do not outweigh the former interest, Section 6 Subsection 1 lit. f GDPR serves as legal basis for such processing.

3. Data deletion and duration of storage

Personal data of the data subject will be deleted or blocked as soon as the purpose for storing such data no longer applies. Storage beyond such a period can be effected if such storage is prescribed by the European or national legislative body in provisions pertaining to European Union law or other provisions the data subject is subject to. Blocking or deletion of data is also effected if a storage period expires that is prescribed by the cited standards, unless there is a requirement for further storage of such data to enter into a contract or to execute a contract.

IV. Provisioning of website and creation of logfiles

1. Description and scope of data processing

Any time our web page is visited, our system collects data and information in an automated fashion from the computer system of the accessing computer. The following data is collected in the process:

- (1) Information regarding the browser type and the version used
- (2) The operating system of the user
- (3) The internet service provider of the user
- (4) The IP address of the user

(5) Date and time of access

(6) Websites that are accessed by the system of the user via our website

2. Legal basis for the processing of data

Legal basis for the temporary storage of data and the logfiles is Section 6 Subsection 1 lit. f GDPR.

3. Purpose of data processing

The temporary storage of the IP address by the system is necessary to facilitate delivery of the website to the computer of the user. To do so, the IP address of the user must remain stored for the duration of the session.

Storing of logfiles is effected to ensure the functionality of the website. In addition, such data helps us to optimize the website and to ensure the security of our information technology systems. An analysis of such data for marketing purposes will not be carried out in this context.

4. Duration of storage

Data is deleted as soon as it is no longer required to fulfill the purpose of its collection. In the event of collection of data for the provisioning of the website this is the case whenever the respective session ends.

In the event of storing of data in logfiles this is after seven days the case at the latest. Storage to exceed such a period is not possible. In such a case, the IP addresses of the users are deleted or redacted so that an allocation of the accessing client is no longer possible.

5. Option for objection and removal

Collection of data for the provisioning of the website and storing of data in logfiles is required for the operation of the web page. Consequently, the user has no possibility to object.

V. Use of cookies

a) Description and scope of data processing

We use cookies to make our website more user-friendly. Some elements of our web page require that the accessing browser can also be identified when the user moves from one page to the next. No personal data is collected in the process.

To do so, the following files are stored and transmitted in the cookies:

(1) fonts = standard cookie variable used by us to reload the fonts in the browser after a page refresh.

(2) fullcss = standard cookie variable used by us to reload the CSS file in the browser after a page refresh.

Maximum cookie lifetime: 730 days

In addition, we use on our website cookies that enable an analysis of the surfing behavior of users.

This way, the following data can be transmitted:

_ga = unique identifier by Google Analytics to identify a user (composed of Client_ID + timestamp) |

Default expiration time 2 years

_gat = parameter which prompts Google Analytics to reduce the query rate

_gid = unique identifier by Google Analytics to identify a user (composed of Client_ID + timestamp) |

Default expiration time 24 hours. Data of users collected in such a way are pseudonymized by means of technical measures.

Therefore, an allocation of data to the accessing user is no longer possible. Such data is not stored together with other personal data of the users.

When visiting our website, the users are informed via web banner about the use of cookies for analytical purposes and referred to this data privacy statement. In this context, it is also pointed out how the storing of cookies can be disabled in the browser settings.

If you do not want tracking, you can disable it under the paragraph Google Analytics in this data privacy statement.

b) Legal basis for the processing of data

Legal basis for the processing of personal data while using technically required cookies is Section 6 Subsection 1 lit. f GDPR.

Legal basis for the processing of personal data while using cookies for analytical purposes is Section 6 Subsection 1 lit. a GDPR if the respective consent of the user is on hand.

c) Purpose of data processing

The purpose of using technically required cookies is the simplification of use of websites for the users. Some functions of our web page cannot be provided without the use of cookies. For such it is necessary that the browser is also recognized when the user moves from one page to the next.

We need cookies for the following applications:

(1) fonts = standard cookie variable used by us to reload the fonts in the browser after a page refresh.

(2) fullcss = standard cookie variable used by us to reload the CSS file in the browser after a page refresh.

Maximum cookie lifetime: 730 days

User data collected via technically required cookies is not used to create user profiles.

The use of analytical cookies also serves to improve the quality of our website and its content. From analytical cookies we gain knowledge of how the website is used; we are then able to constantly optimize our services.

This way, the following data can be transmitted:

_ga = unique identifier by Google Analytics to identify a user (composed of Client_ID + timestamp) |
Default expiration time 2 years

_gat = parameter which prompts Google Analytics to reduce the query rate

_gid = unique identifier by Google Analytics to identify a user (composed of Client_ID + timestamp) |
Default expiration time 24 hours

e) Duration of storage, option for objection and removal

Cookies are stored on the computer of the user and transmitted from such to our website. This is why you as the user have full control of the use of cookies. By changing your browser's settings, you may disable or limit the transmission of cookies. Already stored cookies can be deleted at any time. This can also be done in an automated fashion. If cookies are disabled for our website, it is possible that not all functions of the website may be used to the full extent.

VI. Enrollment

1. Description and scope of data processing

On our web page, there is the option to enroll to the *The Future of my City* project. During the registration, data is entered into an input mask, transmitted to us and stored.

The following data is collected:

- First and Middle Name
- Last Name
- Email Address
- Current enrollment / course taught at a university or college
- University / College
- Location of University or College
- Degree of studies
- Major / Focus of study
- Which research area of the project *The Future of my City* interested in
- Group registration information
- Additional Information

Furthermore, the following data is collected upon registration:

- Date and time of registration
- Used browser
- Operating system

For the processing of data, in line with the registration process, we obtain your consent and refer to this data privacy statement. In connection with the processing of data to participate at the project, with the exception of the provider of the collaboration platform basecamp.com (<https://basecamp.com>), data is not forwarded to third parties.

2. Legal basis for the processing of data

Legal basis for the processing of data after registration by the user is Section 6 Subsection 1 lit. a GDPR if the consent of the user is on hand.

3. Purpose of data processing

Collection of the personal information of the user is done to provide further information about the project and register the user for further project steps taken.

4. Duration of storage

Data is deleted as soon as it is no longer required to fulfill the purpose of its collection. The information is therefore stored for as long as the project is active.

5. Option for objection and removal

As user, you have at any time the option to cancel the registration. Your stored personal data can be amended at any time. To amend or delete your data, please contact city@uaruhr.org.

VII. Email contact

1. Description and scope of data processing

You may contact the UA Ruhr Liaison Office New York via the provided e-mail addresses. In such a case, the personal data of the user transmitted via email is stored.

In this context, such data is not forwarded to third parties. Such data is only used for the processing of the conversation.

2. Legal basis for the processing of data

Legal basis for the processing of data transmitted in line with the sending of an email is Section 6 Subsection 1 lit. f GDPR.

If the purpose of the contact via email is the entering into a contract, the additional legal basis for processing is Section 6 Subsection 1 lit. b GDPR.

3. Purpose of data processing

If contact is established via email, our required legitimate interest is also in the processing of such data. Other personal data processed during the sending process only serve to prevent misuse of the contact form and to ensure the security of our information technology systems.

4. Duration of storage

Data is deleted as soon as it is no longer required to fulfill the purpose of its collection. This is the case for personal data sent via email if the respective conversation with the user is finished. The conversation is finished if it can be deduced from the circumstances that the respective matter is clarified in a concluding fashion.

5. Option for objection and removal

The user has the option to revoke his consent for the processing of personal data. If the user contacts us via email, he may object at any time to the storing of his personal data. In such a case, the conversation cannot be continued. You may send your revocation of consent and objection to storage in writing via email to city@uaruhr.org. All personal data stored in the process of establishing contact will be deleted in such a case.

VIII. Forwarding of personal data to third parties

1. Website operators

In line with processing, personal data is forwarded to the agency commissioned to run the website as well as to the technical service provider. Such is regulated via a corresponding agreement with the service provider.

2. YouTube videos

In some instances, we have embedded YouTube videos on our website that are stored on the servers of the provider YouTube and that are playable by our website via such embedding. Embedding of the videos is carried out with the activated option for advanced data privacy settings. If you play these videos, YouTube cookies and DoubleClick cookies are stored on your computer, and data is potentially transmitted to Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, as the operator of YouTube.

When playing videos stored by YouTube, according to current information, at the very minimum the following data is transmitted to Google Inc. as operator of YouTube and operator of the DoubleClick network: IP address and cookie ID, the specific address of our accessed page, system date and time of access, your browser ID. Transmission of such data is carried out independent of whether you have a Google user account via which you are logged in or you do not have a user account. If you are logged in, such data is potentially directly allocated to your account by Google. If you do not want such allocation to your profile, you have to log out prior to activating the playback button for the video. YouTube or Google Inc. store such data as usage profiles and, if applicable, use such for purposes of marketing, market research and/or for the demand-driven design of their websites. Such an analysis is carried out in particular (also for users who are not logged in) to provide demand-driven advertising and to inform other users about your activities on our website. You have the right to object to the creation of such usage profiles; to exercise your right, you will have to contact Google as the operator of YouTube.

3. Google Maps

This website uses the web mapping service Google Maps of Google Inc. By using this website you give your consent to the collection, processing and exploitation of data potentially collected in an automated fashion by Google and its representatives.

Terms of use of Google Maps.

Further information pertaining to the purpose and scope of data collection and processing by Google can be found [on this information page.](#)

4. Website analysis with Google Analytics

This website uses the service "Google Analytics" provided by Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA) for the analysis of website usage by users. The service uses cookies - text files that are stored on your end device. Information collected via these cookies is generally transmitted to a Google server in the US and stored there. IP anonymization is active on this website. The IP address of the users is shortened within the Member States of the EU and the European Economic Area. Due to such shortening, the personal reference to your IP address is eliminated. In line with the data processing agreement the website operators have entered into with

Google Inc., Google Inc. compiles an analysis of website usage and website activity by means of collected data and provides services connected to the use of the internet.

You have the option to prevent the storing of cookies on your device by making the corresponding changes to your browser settings. It is not guaranteed that you will be able to use all functions of this website if your browser does not accept cookies.

Furthermore, by using a browser plugin, you can prevent that information collected by cookies (including your IP address) is sent to Google Inc. and is exploited by Google Inc. The following link will take you to the respective plugin: tools.google.com/dlpage/gaoptout.

You may prevent the capture by Google Analytics by clicking on the below link. An opt-out cookie is placed that prevents the future recording of your data when visiting this website:

[Disable Google Analytics](#)

You can find more information regarding the use of data by Google Inc.:

<https://support.google.com/analytics/answer/6004245?hl=de>.

IX. Rights of the data subject

You have the following rights according to the EU General Data Protection Regulation: If your personal data is processed, you have the right to obtain information regarding the storage of your personal data (Section 15 GDPR).

If incorrect personal data is processed, you have the right to correction of such (Section 16 GDPR).

If legal requirements are given, you have the right to request the deletion or limitation of processing, and you have the right to object to such processing (Sections 17, 18 and 21 GDPR).

If you have given your consent to data processing or if a contract exists pertaining to data processing and if such data processing is carried out via automated processes, you have a right to data portability where applicable (Section 20 GDPR).

Should you exercise your above-mentioned rights, the UA Ruhr Liaison Office - New York will review whether statutory requirements are met.

For appeals pertaining to data privacy laws, you may contact the competent supervisory authority.